

ORDER



Orders
Order / Rev: 705329
Alt Order #:
Product Desc: McCaskill for Senate 2012
Estimate:
Flight Dates: 08/08/12 - 08/10/12
Original Date / Rev: 08/08/12 / 08/08/12
Order Type: Political

KSDK

Primary AE: Local House
Sales Office: KSDK
Sales Region: LOC

Agency Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 9990 Lee Hwy #210
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: McCaskill, C/ D/ Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/10/12	9	\$18,500.00	\$15,725.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	9	\$18,500.00	\$15,725.00	0.00
Totals	9	\$18,500.00	\$15,725.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	40%	\$18,500.00
Market	100%	\$46,250.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	0%	\$0.00
UNKWN	60%	\$27,750.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSDK	08/10/12	08/10/12	M-F 6-7A 6-7a	CM	6-7A	----F--	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		08/06/12	08/12/12	----F--			1	\$1,200.00	0.00						
N 2	KSDK	08/09/12	08/10/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	---11--	1:00	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

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Advertiser: McCaskill, C/ D/ Senate
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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KSDK	08/09/12	08/10/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--- 11--	1:00	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--- 11--		2				\$1,200.00		0.00			
N 3	KSDK	08/09/12	08/10/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	--- 11--	1:00	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--- 11--		2				\$1,500.00		0.00			
N 4	KSDK	08/09/12	08/09/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	--- T---	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--- T---		1				\$1,400.00		0.00			
N 5	KSDK	08/10/12	08/10/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---- F--	1:00	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	---- F--		1				\$1,500.00		0.00			
N 6	KSDK	08/09/12	08/10/12	Olympics Zone Olympics Zone	CM	Olympics Zone	--- 11--	1:00	2	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--- 11--		2				\$4,500.00		0.00			
Totals													9	\$18,500.00	